

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A computer-implemented method for creating a sales model for a plurality of products, ~~the method being implemented as a plurality of program instructions in a computer system, the~~ said method comprising the steps of:

creating a plurality demand groups, wherein each demand group is a group of highly substitutable products, further wherein each demand group is a set of at least one product and ~~wherein~~ at least one of the demand groups is a set of at least two products;

creating a sales model as a function of price for each demand group; and

creating a market share model for determining the fraction of the sales of each demand group comprised by each product in each demand group.

2. (Currently Amended) The computer-implemented method, as recited in claim 1, further comprising the steps of:

collecting raw data; and

generating imputed variables from the raw data, wherein the imputed variables are used to create the sales model as a function of price.

3. (Currently Amended) A computer program product in a computer-readable media, the computer program product comprising:

~~An~~ an econometric engine for modeling sales as a function of price, ~~the engine being implemented in a computer system, the engine further~~ comprising:

an imputed variable generator for generating imputed econometric variables including a base price variable and a base volume variable, wherein said base volume variable represents the volume of product units sold in the absence of promotional effects; and

a coefficient estimator coupled to the imputed variable generator, and wherein imputed variables generated by the variable generator are used by the coefficient estimator to create a sales model as a function of price.

4. (Currently Amended) The ~~econometric engine~~ computer program product, as recited in claim 3, wherein the imputed variable generator receives raw data, and cleans the data.
5. (Currently Amended) The ~~econometric engine~~ computer program product, as recited in claim 4, wherein the coefficient estimator creates the sales model by creating a sales model for a demand group and creating a market share model for a product in the demand group.
6. (New) The computer-implemented method as recited in claim 2, further comprising the steps of:
  - defining an equalizing factor for the products of each demand group.
7. (New) The computer-implemented method as recited in claim 2 wherein said imputed variables comprise an imputed base price variable and an imputed base volume variable.
8. (New) The computer-implemented method as recited in claim 7, further comprising the steps of:
  - generating a moving average for base price; and
  - generating a moving average for base volume.
9. (New) The econometric engine as recited in claim 4 wherein said raw data includes missing or incomplete data sets.